



Colonel Bud Day Center for Civic Engagement

Dr. Valerie M. Hennings, Director

Phone: 712-274-5225

Email: civic@morningside.edu

Twitter: @MsideCivic

Morningside Poll 2019: Data & Methods

The 2019 Morningside Poll was conducted from April 22 through May 2, 2019. It includes responses from 774 adults (age 18 or older) throughout the state of Iowa with a margin of sampling error of ± 3.5 percentage points (95 percent confidence level). Margins of sampling error for subgroups of respondents are available by request.

Surveys were conducted in English via computer-assisted telephone interviews with live interviewers calling landlines and cell phones (307 landline interviews completed, 467 cell phone interviews completed). The average interview length was nine minutes and forty-nine seconds.

The sample of Iowa respondents was selected using random digit dialing (RDD) procedures by the polling firm Dynata (formerly Research Now/Survey Sampling International). The samples of landline and cell phone respondents are stratified by Federal Information Processing Standards (FIPS), ZIP code, and telephone number area code so as to reduce sampling error that can occur using simple random samples. Metropolitan statistical areas (MSAs) and non-MSAs, based on U.S. Census definitions, were also used in sample selection. This survey uses weighting procedures to account for the demographic composition of Iowa (according to U.S. Census data) by age, county, education, gender, and race. Landline phone numbers were scheduled for eight call attempts and cell phones were scheduled for six call attempts. In order to complete 774 surveys, 70,249 dials were attempted.

The Morningside Poll is administered by the Colonel Bud Day Center for Civic Engagement at Morningside College. For additional information, contact the Center at civic@morningside.edu.